

EXECUTIVE SECRETARIAT
ROUTING SLIP

*Memo
Chono*

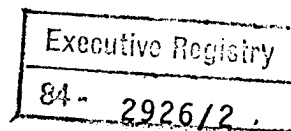
TO:

		ACTION	INFO	DATE	INITIAL
0	DCI		X (w/o att)		
2	DDCI		X	"	
3	EXDIR		X	"	
4	D/ICS				
5	DDI				
6	DDA		X (w/att)		
7	DDO				
8	DDS&T				
9	Chm/NIC				
10	GC				
11	IG				
12	Compt				
13	D/Pers	X (w/att)			
14	D/OLL				
15	D/PAO				
16	SA/IA				
17	AO/DCI				
18	C/IPD/OIS				
19					
20					
21					
22					
SUSPENSE		31 August Date			

Remarks

U/ Executive Secretary
31 July 1984
Date

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30 July 1984

MEMORANDUM FOR: Deputy Director of Central Intelligence
Executive Director
Director, Office of Personnel

FROM: Director of Central Intelligence

SUBJECT: Proposal for a "CIA Newspaper"

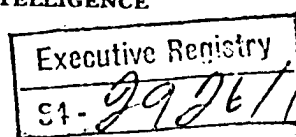
The way to answer this question is to have a dummy issue prepared and make a judgment as to how useful it appears to be against what kind of security, perception and other problems its preparation and evaluation would suggest.


William J. Casey



25X1

DIRECTOR OF CENTRAL INTELLIGENCE



20 July 1984

MEMORANDUM FOR: Director, Office of Personnel

FROM: DCI

25X1 SUBJECT: Proposal

Is this a good idea?

A handwritten signature, likely of William J. Casey, consisting of a stylized 'C' followed by a horizontal line.

William J. Casey

Attachment:

Memo dated 13 July

25X1

I- 24421/1

18 July 1984

MEMORANDUM FOR: Director of Central Intelligence

VIA : Deputy Director of Central Intelligence
Executive Director
Deputy Director for Intelligence Y
Director of Global Issues

STAT FROM :
Chief, Commodity Markets Branch
Economics Division

SUBJECT : Proposal for a "CIA Newspaper"

1. Action Requested: The attached proposal for a CIA Newspaper is submitted for your consideration.

2. Background: As a CIA employee of some 15 years, I have seen many Directors come and go. While all have left their mark in some important way, none have shown the personal interest in CIA employees and their opinions that you have. While I was at first skeptical, the "credo exercise" and the follow through on employee ideas and suggestions arising from the "pursuit of excellence" initiative have made me a believer. It is in this spirit that I submit the idea for a CIA Newspaper (see attached).

STAT 3. The germ of the idea came from one of the DI's new analysts -- -- and was developed by both of us jointly. We feel that a CIA Newspaper would stimulate greater productivity and provide additional momentum to the recent increase in employee morale. Finally it would foster an esprit de corps not seen at the Agency since the early days of its founding.

4. While the Office of Security can be expected to voice some concern about this idea, we foresee no security considerations that could not be overcome. Indeed, we envision an unclassified newspaper that would not jeopardize our high security standards. Moreover, each issue could include a message on the need for good security practices similar to those which are posted on bulletin boards around the building.

5. For your information, this idea is also being submitted to the Suggestion Awards Committee.

STAT

Attachment:
As stated

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ATTACHMENT A

Proposal: CIA Newspaper

NAME: To be determined through an employee contest; possible names might be "The Mouthpeace" or "The Reliable Source".

STYLE: Similar to a university campus newspaper.

LENGTH: As necessary.

FREQUENCY: Weekly, Biweekly, or Monthly.

PUBLISHER: CPAS

STAFF: Agency volunteers

CONTRIBUTORS: DI, DO, DS&T, DA

CONTENT: Newsworthy stories on topics such as:

- New building construction progress
- Changes in employee benefits
- Parking situation
- Community relations
- Awards, kudos
- Highlights of coming Agency events

Other regular features:

- Employee profiles (four each issue -- one from each Directorate)
- Sports Talk (including EAA team standings)
- Guest editorial (on any CIA-related topic)
- EAA activities and meeting schedules
- Q&A column similar to "The Ear" to handle rumors, employee questions, etc.
- A nature column on campus wildlife
- A cartoon strip -- Spy vs. Spy (?)
- Physical fitness articles
- A message from Security

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Executive Registry

84-2926

13 July 1984

MEMORANDUM FOR: William J. Casey
Director of Central Intelligence

FROM : Support Staff

SUBJECT : Search for Excellence

1. Your request for ideas and comments concerning what our Organization can do to improve its quality of life and its overall effectiveness has brought forth numerous suggestions that you have already implemented. These actions, we all agree, cannot help but make our work place, our environment and our overall end-product even better than it has been.

2. One additional area of concern that I have noticed has to do with communications. As you are probably aware, virtually every company, firm and organization always has trouble with communicating with its employees and getting the word to them. More personnel problems, confrontations and frictions are the result of a lack of - or in many cases a misunderstanding of - communications between offices, sections and personnel. A number of approaches to the problem are taken. One of the most effective, in my estimation, is that implemented at large manufacturers - the publication of a company newspaper on a regular basis.

3. The company paper, provides a wide myriad of information - some of it educational, some of it advisory and some of it just plain chatty. I think a CIA weekly or bi-weekly paper (possibly appropriately titled "The Intelligencer"!) could be of invaluable service to the Organization. Current Employee Bulletin information could be placed in the weekly paper. (I hear over and over the lament that an employee did not see this or that bulletin and wasn't aware of some program, policy, shuttle bus schedule or other routine activity that had been implemented or changed). In addition, notes that various offices now send to their

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careerists (OL Newsletter, OP Newsletter, etc.) and explanations on items as diverse as insurance open-season activity, Warner-Wolf legislation and its implications, new training initiatives and courses could be included.

4. The potential for a CIA newspaper is unlimited. A regular column from your office, from the offices of the Deputy Directors and others could be incorporated. News on Agency athletic programs, results, and schedules could be listed. Ads that now appear on the bulletin boards could be part of a classified section. The possibilities go on and on.

5. The talent to put together such an endeavor is here. We have the printing plant, an abundance of editors and writers and the ability to get it done.

6. I am aware that a security consideration may initially bring about a negative reaction to the plan. However, if the paper was given an "Administrative - Internal Use Only" designation as is now done with most Employee Bulletins and if the Agency staff was instructed to handle the paper as if it were classified, the idea would work. Naturally, names (a promotion list, a senior assignment announcement, etc.) would have to be protected in some instances. However, I believe that the idea of an Agency newspaper is one that might work. I further am convinced that in a very short time, its weekly or bi-weekly arrival would be anxiously anticipated. (I base this conviction on the current newsletter I write to field stations in my division and the feedback received.)

7. Whether this proposal is ever adopted or not, I do feel that attention should be placed on how we "pass the word" to our people. Maybe, after review, a determination will be made that our present system is the best available. However, I think there is room for improvement and any step taken to do so, would be appreciated by all.

8. I thank you for the opportunity to pass along my idea.



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